

## **EMPLOYER OUTREACH**

### **M-1 Business Services**

Program will provide for 2 FTE's that will aid in the expansion and awareness of business services offered by the One-Stop (WorkSource Maui and WorkSource Molokai) on Maui, Molokai and Lanai. Services will mainly be focused towards employers and incumbent workers.

#### **Maui**

- Increase support to present staff to accommodate and provide employment and re-employment services to the increasing numbers of job seekers.
- Customize services to accommodate the increase of Unemployment Insurance (UI) claimants and provide additional re-employment services to expedite their return to the workforce.
- Network with business partners to understand the effects and impact of the economy on their business and determine how to customize current services and/or establish new services to strengthen business existence.
- Expand the hours of operation at our present outreach site (in Lahaina) to service additional job seekers.
- Coordinate with the UI office to provide employment and unemployment services through established outreach sites.
- Upgrade present equipment in the One Stop Resource Center to allow self-registration and independent job search in an expeditious manner.
- Add four (4) self-service stations in lobby area to expedite self-registration process.
- Network with partnering agencies and business customers to determine "special projects" supported by Reed Act funds, to strengthen re-employment services.
- Provide opportunities to accommodate the needs of businesses in supporting the "incumbent worker".
- Expand agency and business contacts to determine special business needs, i.e., employer workshops to cover areas such as Labor Law, Human Resource Policies, Legislation focused on the workplace, etc.
- Expand on partnerships (outside WIA) to assist in providing services to specific target groups, i.e., special needs, veterans, ex-offenders, homeless, etc.

#### **Molokai**

- Increase present staff by 1 FTE at Molokai office to provide employment and re-employment services to the increasing number of "jobless" on the island.
- Expand outreach services to job seekers faced with multiple barriers which may include lack of transportation and no computer/internet access.

- Establish guidelines to expand “normal” services to promote employment opportunities on Maui through a transportation subsidy with Molokai Ferry.

#### Lanai

- Establish a location to provide “face to face” employment and re-employment services to the residents and employers of Lanai.
- Partner with the Unemployment Insurance (UI) office to accompany WDD staff on scheduled visits to Lanai every quarter (4 visits).
- Revive relationship with Maui Community College on Lanai to assist with much needed services that may be supported by other One-Stop programs.
- Establish guidelines to promote employment opportunities on Maui through a transportation subsidy with the Lanai Ferry.

#### Desired Outcomes:

- Customize “Job Club” Workshops on Maui, Molokai, and Lanai, focusing on specific areas of concern as defined by business network.
- Continue to establish working relationships with social service and non-partnering agencies (2 per quarter) to provide appropriate employment and re-employment services to clients.
- Expand on re-employment services to UI recipients to better prepare them for re-entry into the present workforce.
- Continue to establish outlying satellite offices to accommodate customers whose barriers may include but are not limited to transportation, inaccessibility of internet/computer equipment, telecommunications, etc.
- Increase awareness and educate employers about benefits and services that are offered by WDD /WorkSource Maui with regards to employment.
- Increase utilization of self-serve resource area at WorkSource Molokai by 10%.
- Increase direct services to Lanai residents by 20%.

#### Basis for Inclusion:

TEGL 24-01 #1: Staff for delivery of appropriate self-services, facilitated self-help, and staff-assisted services in accordance with 20 CFR 652.207 and 208.

TEGL 24-01 #6: Development of products that support service delivery such as workforce information products and job bank technology

TEGL 24-01 #8: Outreach and educational materials targeted at users of One-Stop employment and workforce information services.

## **LABOR POOL EXPANSION**

### M-2 Youth Programs

To provide 2 FTE positions responsible for: nurturing the established relationships with the local public schools in the County; providing program oversight and case management; coordinating sessions for Molokai and Lanai to include assisting with the facilitation of job readiness training and mentoring programs for youth.

Services made available to the youth will also include job readiness and preparation services (e.g. resume writing, employment skills, labor market research, career development, etc.)

- Improve existing core and intensive employment services by providing all customers with in-depth overviews, presentations and hands on knowledge of the WIA Youth Program, Ku'ina and the Maui Community College Cooperative Education Job Placement Services (via print media, radio, forms, on sight personal contact visits, job fairs, telephone and/or video communications equipment).
- Work with the business community to open, rebuild and maintain the lines of communication. Provide ongoing assessments of the labor market, wage trends, skills for specific occupations, soft skills, labor laws and compliance so youth may be afforded possible employment mentoring, job shadowing, etc. with different businesses in Maui County.
- Strengthen efforts to encourage and assist in hiring of special population groups such as but not limited to persons with disabilities, older youth and younger youth.
- Plan, coordinate and fund Job/Career Fair(s). Job/Career Fair(s) may include and promote Maui Community College (MCC) Educational Programs, MCC Support Services and employers. The idea of this Job/Career Fair would be to show participants the link between employers and the educational background needed to attain that occupation.
- Work with social services, partnering agencies and/or educational institutions to provide appropriate core and intensive employment services to clients to better prepare them for employment in the 21<sup>st</sup> century.
- Design workshops focusing on job readiness. Workshops may include a Life Coping and Working Basics: Pre-Employment and Work Maturity (PEWM) curriculum which is developed by nationally recognized Paxen Group, Inc.
- Promote self-registration in HireNet Hawaii (resource room). Specific youth will receive hands on experience with the state of the art One-Stop operating system, providing them with accessibility from their classroom, home, library, etc.
- Strengthen partnerships with the Department of Education.
- Intensive job shadowing, internships, job placement services, mentoring and part-time employment.
- Develop and implement a Career Center on the campus of Maui Community College to service high school students, MCC students and the general public.

**Desired Outcomes:**

- One hundred (100) participants will gain awareness of services available at WorkSource Maui/WorkSource Molokai
- One hundred (100) participants will be exposed to information regarding the labor market demands, skill needs and industry outlook
- Attend or coordinate at least one (1) Job/Career Fair
- Service at least one hundred (100) participants in the Career Center
- One hundred (100) youth will gain awareness of career opportunities and the pathways leading to these careers job/career fairs, career search, job shadowing, etc.
- One hundred (100) youth will receive job readiness training

Note: All services and outcomes will be available to Maui County including outlying areas (Molokai, Lanai and East Maui)

**Basis for Inclusion:**

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TEGL 24-01 #8: Outreach and educational materials targeted at users of One-Stop employment and workforce information services.

**M-3 B.E.S.T Program**

**Background:**

The BEST (Being Empowered and Safe Together) Reintegration Program was established in December 2002 by Maui Economic Opportunity, Inc. (MEO) in collaboration with the State of Hawaii for use and replication in other correctional institutions throughout the State. BEST has assisted a significant number of ex-offenders who did not meet the eligibility guidelines of the Program through the Cultural Renewal Program.

The Cultural Renewal Program, which has been deemed an innovative approach to reintegration, consists of a Halau Hula named "Na Kanaka Ku Pa'a a Maui". The Halau instills self-confidence, discipline, and provides lessons in language and cultural values. In addition, the Halau often performs at public events, thereby giving participants an opportunity to give back to their community.

The BEST program was designed and funded to serve Class A and B felons (the more serious offenders). Therefore, leaving the Class C felons with less of an opportunity for participation in a reintegration type of program.

Reed Act Funds to be used for:

Under this initiative, MEO will continue to provide various programs and services to clients that fall in this Class. The following services will be offered:

- Case management
- Employment Services
- Mentoring for Job Retention
- Job Counseling; and
- Referrals to Support Services

The program will be sustained by Maui Economic Opportunity, Inc. with assistance from partnering agencies (both public and private).

Desired Outcomes:

- 15 clients enter labor pool
- 8 clients participate in mentoring services
- 12 clients receive pre-employment career development services

Basis for Inclusion:

TEGL 24-01 #8: Outreach and educational materials targeted at users of One-Stop employment and workforce information services.

## **CAPACITY BUILDING**

### **M-4 Workshop/Conference**

With the reduction of other program funding, it has been difficult to provide training and/or workshop opportunities within our own local areas. The goal is to host training opportunities in our local area for both WIB members and staff. This will enable a larger audience to take advantage of these training opportunities.

Training will focus mainly on system building for the One-Stop staff and partnering agencies and could include: seamless case management strategies; establishing marketing strategies for both program and One-Stop services; and best practices and strategies for improving Wagner-Peyser program outcomes.

Plans are also to partner with other local areas for similar training sessions, thereby defraying costs to each of the respective area.

#### **M-4 Staff and Board Development**

These funds will enable WIB members and program staff to attend off-island and/or national conferences on program related topics. This will enable our attendees to obtain information on national issues and trends while networking with individuals on the national level. It will also provide an avenue for acquiring knowledge on best practices as it relates to: effective program design; job placement, assessment of workers skills (aptitudes and achievement levels), One-Stop services and operations; and Board development.

##### **Desired Outcomes:**

- To improve the delivery of One-Stop services to clients and employers.
- Establish a means of continuous improvement at both the Board level and service delivery level.
- To improve Wagner-Peyser program outcomes.

PLEASE NOTE: Capacity building costs will be allocated to benefiting programs.

##### **Basis for Inclusion:**

TEGL 24-01 #6: Development of products that support service delivery such as workforce information products, and job bank technology

TEGL 24-01 #9: Training, technical assistance, and professional development of staff who deliver employment and workforce information services.

### **TECHNOLOGY AND EQUIPMENT**

#### **M-5 HireNet Hawaii Maintenance Cost**

As advised in Reed Act Bulletin No. 07-01 (dated January 5, 2007), the State DLIR has advised the amount assessed to Maui County for maintenance costs associated with the HireNet Hawaii system. The assessed amount for the local area is for the Wagner Peyser portion of HireNet Hawaii.

#### **M-6 Computer Equipment**

Desktop computers will be utilized to improve the delivery of services to users of the Resource Center at both of our One-Stop Centers (Maui and Molokai) and at the soon to be established Career Center at Maui Community College.

A network printer will be purchased for the One Stop Center on Maui. This will upgrade the equipment available to both staff and users of the Resource Center.

All equipment will be purchased by the County and thereafter maintained by the respective agencies (WorkSource Maui, WorkSource Molokai and Maui Community College).

Desired Outcomes:

- Increase business awareness of services available at WorkSource Maui and WorkSource Molokai.
- Increase business and individual awareness of the HireNet Hawaii system.
- Increase access to learning tools for individuals in out-laying areas (e.g. Molokai, Lanai, and remote areas of Maui).
- Increase efficiency of equipment available at the Career Center (MCC)
- Expanding delivery of workforce services to youth in outlying areas (e.g. Molokai, Lanai, and remote areas of Maui)
- Increase efficiency of equipment available at the One-Stop Resource Centers to allow for better services available to the customers/users.

Basis for inclusion:

TEGL 42-01 #2: Equipment and resources for resource rooms.

TEGL 24-01 #7: Computer equipment, network equipment, telecommunications equipment, application development, and other technology resources, including assisted technology, that support employment and workforce information service delivery.

## **ADMINISTRATIVE COSTS**

### **M-7 State of Hawaii/DLIR**

As advised in Reed Act Bulletin No. 07-01 (dated January 5, 2007), the State DLIR has advised the amount assessed to Maui County for DLIR's administration of Reed Act funds.

### **M-8 County Administrative Costs**

Funds will be utilized to support 1.05 FTE for the implementation and oversight of this program. Upon completion of the proposed Reed Act programs/activities, it is anticipated that the County will absorb the 0.35 FTE within the Office of Economic Development (program TBD). The 0.70 FTE will return to their respective lines of funding within the County and remain in the County's Office of Economic Development.